

## AMENDMENTS TO THE SPECIFICATION

Please add the following new paragraphs after the paragraph beginning at page 4, line 12, which starts with "The present invention":

A need exists to provide a method and system of discovering new and relevant reasons to precipitate communications with clients by querying news and information sources based on user-based and/or individual-based keyphrases.

Another need exists to provide one tool which allows the relationship manager, such as a broker or agent, to add client profile information and keyphrases based on clients' interests into a database by means of a graphical user interface.

A further need exists to allow the relationship manager to conduct a search of one or more information service providers based on the interests of all clients, a single client and/or the interests of the relationship manager and to view the retrieved results in a viewer.

A further need exists to allow the relationship manager to view the retrieved articles that pertain to specific clients' interests whereby each retrieved result is mapped by keyphrase, date, source and client name which have corresponding keyphrases of interest stored in the client/customer profile database.

Yet another need exists for a system and method that allows the relationship manager to import external information into the application and cross-reference that information with

the interests of one or more clients to determine which clients would find that information helpful and would benefit by receiving a phone call, electronic mail or other form of communication from the relationship manager regarding the information.

Please replace the paragraph beginning at page 11, line 13, which starts with "To illustrate with an example" with the following amended paragraph:

To illustrate with an example, a hypothetical user, David Smith, a stock broker, imports client/customer profiles or creates profiles directly by means of the application's graphical user interface and successfully adds hypothetical clients John Doe through John Doe999 to the application's client/customer profile database. David Smith, the broker, already knows the interests or needs of one or more clients or communicates with each client to determine their interests or needs. The broker formulates these interests into significant, short-worded keyphrases. The broker will add keyphrases to each individual profile by means of the keyphrase wizard algorithm or directly by means of the individual profile graphical user interface. Broker, in the present example, will update the profile of John Doe. The broker brainstorms on which topics may interest John Doe in and may call John Doe directly to ask what are his hobbies and interests. Through the conversation, broker realizes that John Doe is interested in "financial tools" because of John's responsibilities as a software developer in the area of financial management; and is also interested in the lawsuit of "e-Bay vs Colby" because of the stock he owns in e-

Bay. The broker, who already has John Doe's profile open in the application adds the keyphrases "financial tools" and "e-Bay Colby" separated by a delimiter to the individual's profile. Essentially, these keyphrases are simple word phrases that describe the interests of the individual and are associated to the individual's profile, are stored in the application client/customer profile database and are used for queries to retrieve articles of interest.

Please add the following new paragraph before the paragraph beginning at page 13, line 1, which starts with "After querying information":

The broker may use the present invention in the preferred embodiment once one or more individual profiles and/or one or more keyphrases have been added to the client/customer profile database. The relationship manager now utilizes the significant advantages of the present invention by navigating to the primary dialogue box that allows the user to enter user-based keyphrases or to select one or more clients and one or more of their associated keyphrases. Whether using one or more user-based or individual-based keyphrases, the present invention queries one or more external information providers, databases or web sites and retrieves articles that have occurrences of the queried keyphrases.

Please replace the paragraph beginning at page 14, line 21, which starts with "FIG. 1 is a schematic" with the following amended paragraph:

FIG. 1 is a schematic illustrating the general method of operation of the prior art. The problem of improving communication between the relationship manager and individual has been limited by a very tedious, manual mode of operation. In the following discussion, "broker" is defined as the more broadly interpreted term "relationship manager" and the two terms are used interchangeably. FIG. 1 shows one prior art method of attempting to solve the problem of insufficient communication with a client whereby a relationship manager would utilize their desktop computing system 10, comprised of a browser 12, a global computer network 16, information providers, 20 and 22, searchable databases 24 and individual computing device 30. For example, a broker, who is responsible for a clientele ranging from dozens of individuals to hundreds of individuals all with unique interests, would utilize their computing system 10 comprised of a global computer network browser 12 and an electronic mail application tool 14. The broker would initiate a search of interesting topics for a single individual by means of web browser 12 by pointing to a web-based search engine and entering keyphrases into a search engine dialogue box. This keyphrase would be transmitted across the global computing network 16 to various servers and databases operating as information service providers, 20 and 22, in addition to searchable databases 24. Results of this single search are transmitted across the global computer

network 16 to the broker and displayed in web browser 12. The broker may open each retrieved article individually to view. If the article contains topics of interest to a specific individual, broker may utilize the electronic mail application 14 and electronically mail the selected article to an individual. An individual, using a computing device 30, opens electronic mail application tool 34 to read the article in this tool or selects the hyperlink and views the article in web browser 32. This search is repeated for every interest of every individual for each of the broker's individuals. It becomes apparent that, due to the manual nature of this process, it is very time-consuming and tedious, especially when the broker has a large clientele.

Please replace the paragraph ending at page 17, line 19, which ends with "by means of browser 60." with the following amended paragraph:

FIG. 2 is a hardware/software schematic illustrating the general method of operation of the present invention. In FIG. 2, the relationship manager identified as "user-broker" operates computing device 40, which may be a personal computer, wireless device, or web-enabled phone that is connected to any local or global network 48 by any connectivity means 50 which includes but is not limited to telephone modem, broadband, digital cable, wireless data link, local area network, wide area network, optical network, intranet, internet, or any combination thereof. The broker software application and graphical user interface ("application") installed on the broker computing device 40 is comprised of the front-end user

interface/application 42, and multi-tiered database 44. In an alternative mode, the broker software application may also be comprised of an application search agent 46. In the present invention, broker opens or launches the user interface and application 42 on computing device 40 to load profiles of individuals and corresponding keyphrase information, to initiate real-time clientele queries based on user-based or individual-based keyphrases, and to take action which will be disclosed in FIGS. 3 through 7. Initially, broker opens application tool 42 and loads or imports individual information such as client/customer name, business, address, birth date, and one or more keyphrases. "Keyphrases" are a single or plurality of words that express a significant interest, hobby or concept of interest to the broker and to each individual. The individual profiles and associated keyphrases are stored in multi-tiered database 44 of application 42. After profile information is complete for one or more individuals, the broker may initiate a query on one or more user-based keyphrases or individual-based keyphrases. In the alternative, broker may schedule queries to initiate automatically via utilizing search agent 46 by entering times and dates to query. A search, whether initiated by user or scheduled using search agent 46, initiates a query across a network 48 by means of a communication network 50 to access objects such as articles, documents or other objects stored on one or more information providers 52, 54 and/or other search engines 56. The results are retrieved by application 42 for broker viewing and action. Broker may select a single article and take action, such as electronically mailing the selected article by means of network

48 to one or more individuals who access the article through their computing device 58. The Individual, on computing device 58, may open the electronically mailed article in an electronic mail application 62 or view the article by means of browser 60.

Please amend page numbers 6 through 11, which appear in the margin on the bottoms of those pages, to be page numbers 5 through 10, respectively.

Please amend page numbers 13 through 15, which appear in the margin on the bottoms of those pages, to be page numbers 11 through 13, respectively.

Please amend page numbers 17 through 37, which appear in the margin on the bottoms of those pages, to be page numbers 14 through 34, respectively.